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Public Comments on Improving Wireless Emergency Alerts and Community-Initiated Alerting, :=====

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Comment: Improving Wireless Emergency Alerts and Community-Initiated Alerting.
2015-31234

PS Docket 15-91

When the message is formatted and put out, anyone may use it in any language and symbols if they use it in its entirety and the whole of the message. For instance, in English, it is converted to Dinka for the South Sudanese in Minneapolis-StPaul or Vietnamese in for the Vietnamese in Oklahoma City on a radio or TV program. It should be time stamped so it expires.

Do not through the "baby out with the Bathwater." In other words, do not craft wording that is way beyond the how, why, and where and go for "magic words" that do not do much except the general public ignoring a warning. Words like "mass devastation," "unsurvivable," or "catastrophic" might or might not be headed. I think that statistics will show that that does not get the general public to take the warning serious. The time to do that is passed. You are not going to make people using "magic words" pay attention to a warning just by the words that you use.

Do not abandoned the Watch / Warning Program that has saved much more than 10K people. It is not that they do not know what to do when there is a warning. It is because there in mobile homes, not a safe construction for a tornado, handicapped, elderly, very young or multiples of these. A great many understand the warning and cannot do anything.

I urge you that a couple of sociologists or geographers that have been involved in the NWS Service Assessments or at NWS in DC cannot say what you do or what the warning system should or should not be. I think that there should be a slow methodical way to get to a point where everybody is happy (and that may not be changing) on the American English in the messages.

You can make all the hardware and digital changes, but I urge you to not make the American language (if you are going to do that) and "hold" on it for a few years so more people can become involved.

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